



MWR THEME OPERATIONS

May 2006

Welcome

Memorial Day is so much more than a three-day weekend that marks the beginning of summer. To many people, especially the nation's thousands of combat veterans, this day, which has a history stretching back to the Civil War, is an important reminder of those who made the ultimate sacrifice in the service of their country.

Providing soldiers and their families quality food and beverage service in our facilities may seem trivial when compared to the significance of Memorial Day, but being able to serve and support the men and women of the Armed Forces and their families, both retired and on active duty, should provide you and your team with a sense of pride and accomplishment.

Please take a moment this month to share with your team the importance of what they do to contribute to the MWR mission, and help keep the meaning of Memorial Day as a part of the extraordinary guest service we provide this month, and every day. It truly is a time to remember those who still stand on freedom's ramparts... their fate often unknown. Keep them and their families, foremost in your hearts, minds and deeds.

We stand and salute these true "American Heroes" for their sacrifice, commitment and accomplishments on behalf of this great country. As we prepare for the upcoming Memorial Day weekend, please give thanks to those who have made our safety here at home possible to enjoy.

Roger Weger
Chief, Food Services Division

E-News

E-News is currently being sent to over 425 MWR professionals. As an interactive publication, we rely on a great deal of input from our readers. As always, please continue to submit any good information or articles that you would like to share with other MWR professionals. (POC: Trace Kea (703) 681-5255 or e-mail:

Trace.Kea@cfsc.army.mil).



Guest Service Training Tip

Your business is not what you sell, it's who you serve, our *service members and their families*.

So...Give`em the PICKLE! We're all in the same business, the people business. It's not what we make or sell that's critical; it's how we take care and care for the people who buy it. Our Job is to exceed our guest's expectations. What's the best way to do that? By giving our "pickles." PICKLES are those special or extra things you do to make people happy. It's a hand written thank you note with every order shipped. It's walking the guest to the item they're looking for rather than pointing...or maybe it's simply calling them by name. The trick is figuring out what your **guests** want and then making sure they get it. That's the message behind **Give`em the PICKLE!** (POC: Brad Puterbaugh (703) 508-2593 or email: Brad.Puterbaugh@cfsc.army.mil)

Java Café Data Call

The Java Café data call had 19 commands respond with interest in opening a Java Café. This theme has tremendous potential for any day part menu and can be placed in virtually any location. It can open as a kiosk or a free standing unit. Shades of Green® on WALT DISNEY WORLD® Resort has the first kiosk location for the concept located in front of the AAFES Shoppe in the resort. The first two free-standing units at the Presidio of Monterey and Shades of Green kiosk have enjoyed tremendous success since opening two months ago.

We will showcase a Java Café kiosk cart at the 2006 MWR Conference 16-17 August in Louisville. We will be accepting bids for this kiosk which will close on 30 June, with the winner (highest bidder) being announced in the July issue of E-News. Please send (via e-mail) all bids to Jeff Willis before 30 June 2006. Take advantage of this one-time opportunity to purchase a fully operational Java Café kiosk unit, at the reduced show-floor price. Bids will start at Twenty Thousand Dollars (shipping included). This is a great deal you don't want to miss. (POC: Jeff Willis (703) 681-5207 or e-mail: Jeff.Willis@cfsc.army.mil).



Java Café showcased at Shades of Green Resort

Test Your ServSafe Knowledge (See Page 7 for Answers)

1. Which of the following is an unsafe serving practice?
 - a. Stacking plates of food before serving them to the customer.
 - b. Holding flatware by the handles when setting a table.
 - c. Serving soup with a long-handled ladle.
 - d. Holding glassware by the stem.
2. True or False: Tuna salad can be held at room temperature, if it has a label that specifies it must be discarded after six hours.
3. True or False: When holding potentially hazardous food for service, the internal temperature must be checked at least every four hours.

Getting Back to Basics: Sandwich Preparation

Preparing a sandwich is more complex than placing meat between two slices of bread and just serving it to our guests. Making a sandwich has key components that should be assembled in a manner to make the product both visually appealing and appetizing. Whether it's called a hoagie, sub, or grinder; served hot or cold, there are essentially five parts to a sandwich; bread, spread, meat, filling, and garnish. Let's look at each part:

1. **Bread** – It must be fresh! Take care to reseal packages and eliminate the possibility of the bread spoiling early. Store bread frozen or at room temperature, never refrigerate. Refrigeration will cause the bread to dry-out quickly producing an inferior product. Additionally, bread that has been stored in a refrigerator has a tendency to mold faster as the condensation in the bag or container will cause bacterial growth at a rapid pace. Be careful not to “rip” or “tear” bread when preparing or cutting as soft bread (like white sandwich breads), are more susceptible to this happening than denser breads such as rye or French.
2. **Spread** – Most common are mayonnaise, mustard, or flavored sauces. Spreads need to be applied covering all of the bread from end to end. Note that toasted or denser breads will not absorb the spread as fast as softer breads. This is an important factor if sandwiches are made ahead of time, so pick your spread to match the type of bread you use.
3. **Meat** – Most popular are deli meats/cold cuts but also include burger patties, tuna fish, Philly meats, etc. When slicing cold cuts make sure they are sliced thin to ensure a smooth “bite” vice “ripping” or “pulling” the meat when eating the sandwich. Thin meats add “height” and “visual volume” to the sandwich. The meat should cover all the “spread” and bread without hanging over the ends of the sandwich.
4. **Filling** – Most common items are lettuce, tomatoes, onions, and cheeses. Almost anything can be used to add volume, taste, and texture to the sandwich. Make sure the filler is fresh and not wilted or soggy, such as not properly draining sauerkraut for a Reuben or correctly draining water from the lettuce during preparation. When assembling the sandwich, cover all the meat and bread without it hanging over the ends of the sandwich.

5. **Garnish** – Pickles, vegetables, fruit, and even salads are used as sandwich garnishes. The garnish finishes off the sandwich and is an added compliment. Make sure the garnish is dry or moist but not runny or too wet so it does not affect the bread.

Last but not least, be sure when cutting the sandwich that you use a sharp knife and make a clean cut so as not to shred or have jagged edges on the bread. (POC: Tony Marko (703) 508-5874 or email: Tony.Marko@cfsc.army.mil)

Fantasy Racing; Chase for the Cash

The green flag is out for the **Fantasy Racing; Chase for the Cash** promotion, which runs from 1 July through 6 August 2006. The promotion will use the fantasy sports machine and will allow our guests the opportunity to play in an exclusive Army-wide fantasy NASCAR promotion. Guests will race into our facilities each week and enter their chosen weekly line-up; and if they place in the top 15 ranks at their local facility, they get a chance to win \$10,000 (by selecting the top six drivers in their exact finishing rank at the August 6th, Brickyard 400). Weekly local winners will be awarded gift certificates to the NASCAR store on-line, flash drives, and Harley Davidson apparel. Managers are encouraged to utilize the administrative features on their fantasy sports machine to drive more repeat traffic through their doors during the six week promotion time-frame. If you're interested in participating in the Fantasy Racing promotion but do not have a fantasy sports machine contact Kristen Kea. (POC: Kristen Kea (703) 428-6119 or DSN: 328-6119 or e-mail: Kristen.Kea@cfsc.army.mil).

101 Days of Summer

This promotion is coming to Army Bowling Centers – Memorial Day through Labor Day! Kids in grades K-12 can pick up a game card that entitles them to one free game of bowling with one paid game...every day of the summer vacation. At the end of the summer, game cards can be entered into a local drawing to win great prizes: a portable DVD player, an iPod shuffle, CDs, DVDs, video games, *Hoot* movie package and more! All entries will be sent to CFSC for a drawing to win one of two grand prizes: an all-expense paid trip for four with a backstage pass to an Aly & AJ concert or a private movie screening party for the movie *How to Eat Fried Worms*. The winner and 100 friends will be entertained by the film, sodas, snacks and contests to win movie-related prizes. The goal is to introduce youth to the sport of bowling, the bowling center, and offer them an opportunity to join a youth league. **101 Days of Summer** promotion will kick off on May 27th at participating Bowling Centers. All participating locations should have their POS materials by this time. (POC: Shirley Kappa (703) 428-6125 or DSN: 328-6125 or e-mail: Shirley.Kappa@cfsc.army.mil)

TIME IS MONEY

Unless you're one of the few, the proud, the overflowing with guests....these are lean times that require us to monitor the cost of doing business. We've got to continue to exercise a watchful over costs and one of the ways we can do that is by adhering to good staff scheduling practices. Here are some tips to live by:

SCHEDULING TIP #1- *Manage by Serving*- Unless you're overseeing a super high volume, multi-dimensional facility, or catering is your dominant revenue generator; quick-service managers must participate in the routine prep work and front-line guest service. While you certainly can't devote every moment to serving guests, it should be your primary focus and your schedules should reflect that. No mistaking it, covering mid-shifts and alternating day and evening duty is the best way to manage your operation. This will ensure your folks are properly trained, operational standards are met and the quality of food and service is consistent throughout the whole day, each day. Lastly, guests and team members alike have a chance to see you, and you them....a very important element in maintaining good relationships with both.

SCHEDULING TIP #2- *Analyze Those Numbers*- Guest counts serve as the basis of sound scheduling. Know your sales figures inside and out to determine averages for each hour of each day. This will not only serve to determine your scheduling requirements, but will also assist you in zeroing in on specific times for improvement through targeted promotions.

SCHEDULING TIP #3- *Knowledge is Power*- Good forecasting is a must to proper scheduling and minimizing hiccups. It's not enough to know what's happening in your own facility, you've got to tune into the community. Keep abreast of population fluctuations on the horizon, exercises and deployments scheduled, and community events in the works so you can plan accordingly and properly adjust your schedule up/down as needed. Also, detailed record keeping of external and internal events will save you time next year when you're again scheduling for the same functions.

SCHEDULING TIP #4- *Stagger In and Stagger Out*- It never makes sense to bring in folks all at the same time any more than having them punch out all at once. Stair-step your schedules based on real needs, however, remember SAFETY FIRST! Under no circumstances leave only one person to close the operation alone.

SCHEDULING TIP #5- *Weekly Labor Schedule Sheet*- By using a weekly labor schedule sheet, you'll be able to see where staff overlaps exist and trim nonproductive labor hours. Does your current schedule show you where your folks are overlapping, when they need to or don't need to be on the clock? A quick analysis from your labor schedule can no doubt improve your actual staffing requirements and enhance productivity. (POC: Brad Puterbaugh (703) 508-2593 or email: Brad.Puterbaugh@cfsc.army.mil)

Spring Brings Pizza and Shrimp

May 1st kicked off the latest seasonal promotion with the New York Style Pizza and Tortilla Battered Popcorn Shrimp. Promotion kits were shipped to restaurants April 7th. Many of you have asked for a stiffer card stock for the posters to make it easier to load your poster frames. The new posters are printed on a much stronger stock and will hopefully make it easier for you when setting up your display. The window decal mini posters are also printed on a new material. They're now on a higher-quality white vinyl with adhesive backing. Just pull off the paper backing and position the decals to windows or any flat surface. You can pull them up and reposition them to get them straight. The adhesive backing is guaranteed not to leave a sticky film residue. Have no fear and stick them up wherever they'll get attention!

If you need recipes, information and marketing kits for the promotion, remember that you can get it all at www.prafulfillment.com. Restaurant managers have full access to the website's services and supplies. Marketing offices are invited to use the site with limited access. They can download

promotion kits and graphic layouts, but can't order supplies. MWR Marketing offices use a common access User Name: MWR Password: Marketing.

Primo's Pizza Boxes Now Available for Online Ordering

The great wait for pizza boxes is over! Primo's Pizza restaurant managers can now order their pizza boxes online at www.prafulfillment.com with just a few easy clicks. The boxes are available in the SUPPLIES section of the website. The boxes are currently available to order at no cost but only for a limited time. Since we don't have an endless supply a 500 box limit has been placed on the number of boxes a manager can order, as we develop simplifying current payment procedures. Managers who need large amounts of boxes should order pallets directly from the manufacturer:

G2 Print Plus.

POC is Gary Lancaster

Cell – 330-354-6347

Office – 614-276-0500

Email - G2PRINTPLUS@aol.com

(POC: Sharon Bertschi (703) 508-5894 or email: Sharon.Bertschi@cfsc.army.mil)

Reggie's Express and Java Café Open to Join Primo's Express at Camp Casey's Gateway Club

On 6 April 2006 MWR Theme Operations personnel took an existing Primo's Express located in the Gateway Club and added a Java Café featuring the Starbucks "We Proudly Brew" coffee program and a Reggie's Express. This is the first time that three MWR Theme Operations have been combined under one roof (but definitely not the last)!

The Grand Opening festivities commenced at 1500 with Major Sherrilyn O'Neal, Garrison Executive Officer welcoming approximately 125 guests. Mr. Chris Bradford, Area I Business Manager thanked everyone involved with the project and commented on the addition of the Java Café and the Reggie's Express brands to the current Primo's Express unit. Mr. Jerry Simmons, MWR Theme Operations, South West/Far East Area Manager then presented Major O'Neal, with the "Java Café" and "Reggie's Express" franchise certificates. Following the presentation, the Grand Opening ribbon was cut and guests had an opportunity to view the newly remodeled facility.

As part of the Grand Opening celebration team members served signature menu items from the three brands. Guests enjoyed Starbucks "Verona" coffee, café latte, cappuccino, and espresso, along with cinnamon buns, and scones from Java Café'. Also served were, Java Café' "Signature Sandwiches" to include: smoked turkey, Monterey roast beef, the Italian combo, and delicious Java Club. Guests also sampled Philly sandwiches, pizza, and "wicked" chicken wings from Reggie's and Primo's Express.



Ms. Yi is getting ready to open the doors for the first day of business.

The renovation which began in January 2006 included new floor tile, antique brick walls, new tables/chairs and booth seating, pictures, window blinds, ceiling fans, and hanging lights. Seating capacity also increased from 95 to 125.

This facility is open Monday-Thursday 0630-2200, Friday 0630-0100, Saturday 1100-0100, and Sunday 1100-2200. Delivery service is also available.

These units mark the 61st and 62nd units in the growing family of MWR Theme Operations.



Reggie's Booths added for comfort!



HELP WANTED?

The Joint Services Prime Vendor Program (JSPVP) wants to help! You can take advantage of many opportunities to reduce food costs and add money to your bottom line. The JSPVP includes: lower contracted pricing, reduced overhead, extensive manufacturer rebates and 100% price verification. If you do not already have access to the JSPVP website at www.jspvp.com to take full advantage, then contact Lynn Tilson, Program Manager at Lynn.Tilson@cfsc.army.mil to request a login username and password.

Anniversaries

6 May 2003 – Lil' Skeeter's, USMA, NY celebrates their 3 year anniversary

28 May 2005 – Primo's Express at Picatinny Arsenal, NJ celebrate their 1 year anniversary

Answers to ServSafe Questions

1. a) Stacking plates of food before serving practice.
2. False. Potentially hazardous, cold food must be held at an internal temperature of 41 degrees Fahrenheit or lower.
3. True.

Closing Thought

"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be"..... Rosalynn Carter



Visit us on the web: www.armythemes.com